

Kammari Narasimha Chari (PPC Executive)

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PROFESSIONAL GOALS

To work in a competitive and fair environment. Always ready to take up challenges and explore my strengths and potentials in an organization to meet employer's expectations. I would like to work in team and render my services impeccably to the organization.

PROFESSIONAL SUMMARY

- Having 14 Months of experience in PPC on Google Ads.
- Detail-oriented, with good analytical, technical, and problem-solving skills.
- Wealth of knowledge in campaign setup, Reporting , and analysis.
- Skilled in keywords research based on the requirement.
- I've contributed the work for clients across the states in United States of America.
- Hardworking and passionate to learn new skills which help in career growth.

WORK EXPERIENCE

- Working as PPC Executive with 4Sphere Software Solutions LLC from (July 2021 to till date)

PPC Responsibilities

- Campaigns and Ad group creation in Google AdWords, along with Bid Optimization.
- Writing effective and creative ads that improve the click-through rate.
- Hands-on experience in using digital marketing tools like Google Ad Words & AdWords Editor
- Day-to-day work comprising of monitoring of keywords and ads performances.
- Understanding the client requirement under the guidance of senior team members.
- Identifying the potential and non-potential keywords based on the Search terms report.
- Improving the keyword relevancy to the ad and landing page to increase CTR.
- Provide ongoing reporting of search program performance metrics.
- Competitor's analysis which helps to predict competitor's strategic behavior.
- Analyze detailed data including CPC, impressions, CTR, and conversions to reach desired ROAS.
- Targeting display ads using a targeting method called Dynamic Remarketing.
- Creating quality and compelling ad copies with targeting keyword within the ads.

ACADEMIC HISTORY

DEGREE	UNIVERISTY/BOARD	SCHOOL/COLLEGE	YEAR OF PASSING	AGGREGATE
BBA	OSMANIA UNIVERSITY	AURORA DEGREE & PG COLLEGE	2021	81%
INTER MPC	BOARD OF INTERMEDIATE	NARAYANA JUNIOR COLLEGE	2018	94%
S.S.C	BOARD OF SECONDARY EDUCATION	SRI VIVEKANANDA HIGH SCHOOL	2016	83%

CERTIFICATIONS

- Data Analysis Using Excel, (NSIC) Sep2020.
- Certification in Google AdWords Search, Display, Video advertising.

TECHNICAL SKILLS

- Search Engine Marketing (PPC)
- Google Analytics
- Google Ad Words
- Microsoft Excel

STRENGTHS

- Analytical Thinking
- Honest
- Hard Working

PERSONAL INFORMATION

Name : K Narasimha Chari
Father Name : K Venkatesh
Age and DOB : 28-01-2000
Sex : Male
Marital Status : Single
Languages Known : English, Hindi and Telugu.

DECLARATION:

I hereby declare that the above written particulars are true to the best of my knowledge and belief.

Place: Hyderabad

Name: K.Narasimha Chari